

WHAT IS CLAIMED IS:

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1. A system for reporting to a website owner user reactions to one or more particular web pages of a website, comprising:

a database containing user reaction information for each particular page, the user reaction information for a particular page reflecting subjective user reactions to the particular page received from users that have accessed the particular page; and

a reporting module coupled to the database and operable to generate one or more reports using the user reaction information for communication to the website owner, each report reflecting the subjective user reactions to one or more particular pages.

2. The system of Claim 1, wherein the user reactions to a particular page are received from users using user reaction measurement software associated with a viewable icon.

3. The system of Claim 1, wherein the user reactions are according to a multi-level subjective rating scale that includes at least one positive rating, a neutral rating, and at least one negative rating.

4. The system of Claim 1, wherein each user reaction is selected from the group consisting of:

a general subjective user reaction to the particular page as a whole; and
a specific subjective user reaction to at least one aspect of the particular page.

5. The system of Claim 4, wherein the aspect is selected from the group consisting of content, design, and usability.

6. The system of Claim 1, wherein the user reaction information for the particular page comprises a plurality of subjective ratings of the particular page, each subjective rating for a corresponding aspect of the particular page.

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7. The system of Claim 6, wherein the subjective ratings are according to a plurality of multi-level rating scales that each include at least one positive rating, a neutral rating, and at least one negative rating.

8. The system of Claim 6, wherein each aspect is selected from the group consisting of content, design, and usability.

9. The system of Claim 1, wherein at least one report associates the user reactions to the particular page with demographic information for users that provided the user reactions.

10. The system of Claim 1, wherein at least one user reaction comprises a response to an explicit question presented to a user concerning a particular page of the website.

11. The system of Claim 1, wherein the reporting module is operable to generate the reports in response to a request received from the website owner that specifies one or more report criteria.

12. The system of Claim 1, wherein the reporting module is operable to generate a map of the website and to generate the reports according to the map.

13. The system of Claim 1, wherein a first report for a first particular page comprises a link to a second report for a second particular page, the first and second pages being linked within the website.

14. The system of Claim 13, wherein the reporting module is operable to generate the second report in response to a request received from the website owner using the first report, the website owner receiving the first and second reports in a similar manner that a user might access the corresponding first and second particular pages according to the topography of the website.

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15. The system of Claim 1, wherein the reporting module is operable to generate at least one report reflecting subjective user reactions to all the particular pages of the website.

16. The system of Claim 1, wherein the user reaction information for the particular page comprises:

a total number of subjective ratings of the particular page received from the users that have accessed the particular page, according to a multi-level rating scale; and

an aggregate rating of the particular page reflecting all the subjective ratings of the particular page received from the users.

17. The system of Claim 1, wherein the reporting module is operable to communicate a message to a person associated with the website owner in response to the number of user reactions of a specified type exceeding a specified threshold for a particular page.

18. The system of Claim 1, further comprising a computer system that is operable to support the reporting module and communicate the reports to the website owner.

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19. A report for communicating user reactions to one or more particular web pages of a website to a website owner, comprising:

a plurality of regions each associated with a corresponding type of subjective rating provided according to a subjective rating scale; and

a line comprising a length reflecting a total number of subjective ratings of a particular page received from users that have accessed the particular page, each rating being of a particular type according to the subjective rating scale, the line comprising a position within one of the regions reflecting the subjective ratings of the particular page received from the users.

20. The report of Claim 19, wherein the subjective rating scale includes at least one positive rating, a neutral rating, and at least one negative rating.

21. The report of Claim 19, wherein each subjective rating is selected from the group consisting of:

a general subjective rating of the particular page as a whole; and
a specific subjective ratings of at least one aspect of the particular page.

22. The report of Claim 21, wherein the aspect is selected from the group consisting of content, design, and usability.

23. The report of Claim 19, further comprising a chart that includes the regions and the line, the regions extending as sectors from a center of the chart to a perimeter of the chart, the line extending outward from the center of the chart within one of the regions.

24. The report of Claim 23, wherein each of the regions is a corresponding color.

25. The report of Claim 19, wherein the report associates the subjective ratings of the particular page with demographic information for users that provided the subjective ratings.

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26. The report of Claim 19, wherein the report is a first report for a first particular page and comprises a link to a second report for a second particular page, the first and second pages being linked within the website.

27. The report of Claim 26, wherein the report allows the website owner to receive the first and second reports in a similar manner that a user might access the corresponding first and second particular pages according to the topography of the website.

28. The report of Claim 19, wherein the report is operable to provide at least one item of information relating to the corresponding page in response to the line being selected.

29. The report of Claim 28, wherein the item of information is selected from the group consisting of a name of the page, a uniform resource locator (URL) for the page, and a link to the page.

30. The report of Claim 19, further comprising a second line comprising a second length reflecting a total number of subjective ratings of a second particular page received from users that have accessed the second particular page, each rating being of a particular type according to the subjective rating scale, the second line comprising a second position in one of the regions reflecting the subjective ratings of the second particular page received from the users.

31. The report of Claim 19, further comprising an indication of the number of particular pages for which subjective ratings have been received from users relative to the total number of pages of the website.

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32. A method of reporting to a website owner user reactions to particular web pages of a website, comprising:

accessing stored user reaction information for each particular page, the user reaction information for a particular page reflecting subjective user reactions to the particular page received from users that have accessed the particular page; and

generating one or more reports for communication to the owner according to the stored user reaction information, each report reflecting subjective user reactions to the particular page.

33. The method of Claim 32, wherein the user reactions to the particular page have been received from users using reaction measurement software associated with a viewable icon.

34. The method of Claim 32, wherein the user reactions are according to a multi-level subjective rating scale that includes at least one positive rating, a neutral rating, and at least one negative rating.

35. The method of Claim 32, wherein each user reaction is selected from the group consisting of:

a general subjective user reaction to the particular page as a whole; and
a specific subjective user reaction to at least one aspect of the particular page.

36. The method of Claim 35, wherein the aspect is selected from the group consisting of content, design, and usability.

37. The method of Claim 32, wherein the user reaction information for the particular page comprises a plurality of subjective ratings of the particular page, each subjective rating for a corresponding aspect of the particular page.

38. The method of Claim 37, wherein the subjective ratings are according to a plurality of multi-level rating scales that each include at least one positive rating, a neutral rating, and at least one negative rating.

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39. The method of Claim 37, wherein each aspect is selected from the group consisting of content, design, and usability.

40. The method of Claim 32, wherein at least one report associates the user reactions to the particular page with demographic information for users that provided the user reactions.

41. The method of Claim 32, wherein at least one user reaction comprises a response to an explicit question presented to a user concerning a particular page of the website.

42. The method of Claim 32, further comprising receiving a request from the website owner specifying one or more report criteria, the reports being generated in response to the request.

43. The method of Claim 32, further comprising:
generating a map of the website; and
generate the reports according to the map.

44. The method of Claim 32, wherein a first report for a first particular page comprises a link to a second report for a second particular page, the first and second pages being linked within the website.

45. The method of Claim 44, further comprising:
communicating a first report to the website owner;
receiving a request from the website owner using the first report;
generating the second report in response to the request; and
communicating the second report to the website owner, the website owner receiving the first and second reports in a similar manner that a user might access the corresponding first and second particular pages according to the topography of the website.

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46. The method of Claim 32, wherein at least one report reflects subjective user reactions to all the particular pages of the website.

47. The method of Claim 32, wherein the user reaction information for the particular page comprises:

a total number of subjective ratings of the particular page received from the users that have accessed the particular page, according to a multi-level ratings scale; and

an aggregate rating of the particular page reflecting all the subjective ratings of the particular page received from the users.

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